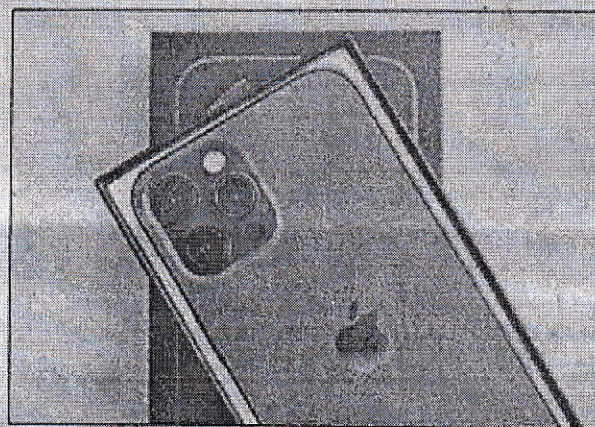


Weak Rupee may Hurt Smartphone Sales

Market trackers are now cutting annual shipment estimates

Subhrojit Mallick
@timesgroup.com

New Delhi: The sharp fall in the value of the rupee against the dollar and high inflation could hit festive season demand for smartphone makers. Market trackers are already cutting annual shipment estimates for smartphones, fearing a weaker-than-usual festive season. Counterpoint Research is now estimating its annual forecast to be 175-177 million units from its initial 181 million estimate. IDC India is



also considering a downward revision from its initial 5% annual growth estimates.

“Smartphone makers will have to pass on the increased costs to end consumers. It makes the upcoming festive season sales even more difficult for the brands,” said Tarun Pathak, research director at Counterpoint Research.

FOR FULL REPORT, GO TO
www.economictimes.com